



DON JULIO IS THE CELEBRATION

INSIGHT

As a drink, Don Julio should always be at every celebration. It should be a part of all the big moments in life.

IDEA

But that's not enough for us. Because in its heart of hearts, we know that **Don Julio is not just at the celebration. Don Julio is the celebration.**

MAGAZINE

In a magazine, we show a typical visual of a bride at her wedding. She is wearing her gorgeous white gown, celebrating the moment with a refreshing panoma cocktail. In the background, we can see the wedding party having the time of their lives, but they are out of focus, slightly blurred, thanks to the fogged transparent background around the bride.



MAGAZINE

However, when you flip the page, the bride leaves with it, and on the next page, we can now see a clear image of the wedding party.

They all have palomas or bottles of Don Julio tequila in hand. And needless to say, they are having the time of their lives.

This shows our message clearly: Don Julio is the celebration.



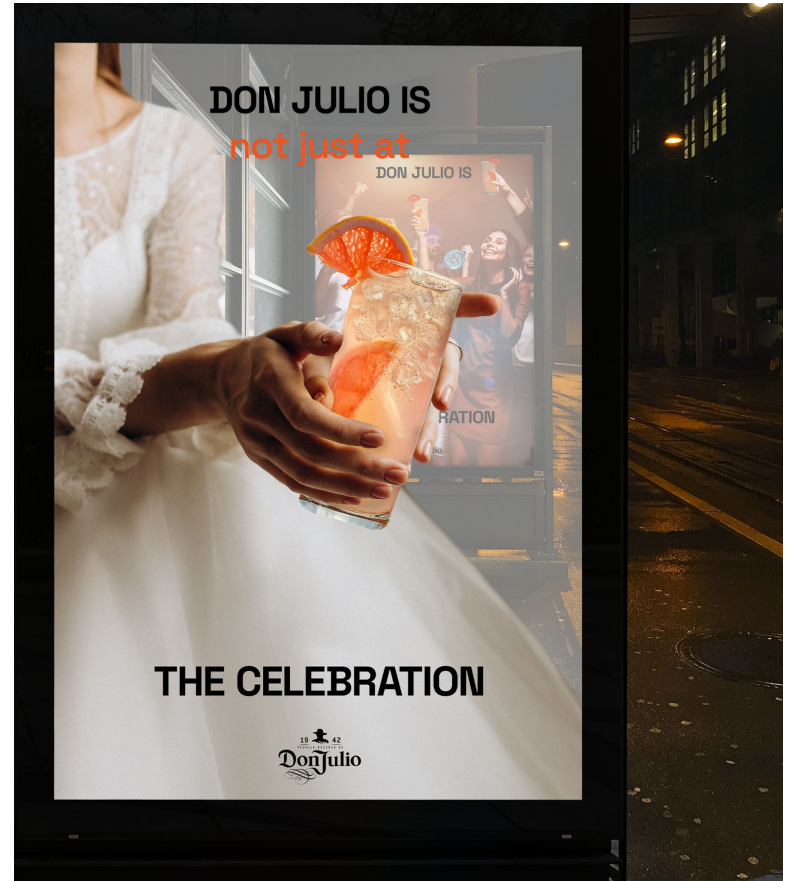
MORE

This campaign can work in various situations. Such as graduations, birthday parties or even winning elections or races.



OOH

Our little visual gag works perfectly in out-of-home spaces too. For example, at a bus stop, the left clp can act as the main print, and the other one keeps the transparent background from the magazine. This way if somebody walks or stands by the bust stop, they will get the full experience and the message with it.



THANK YOU.